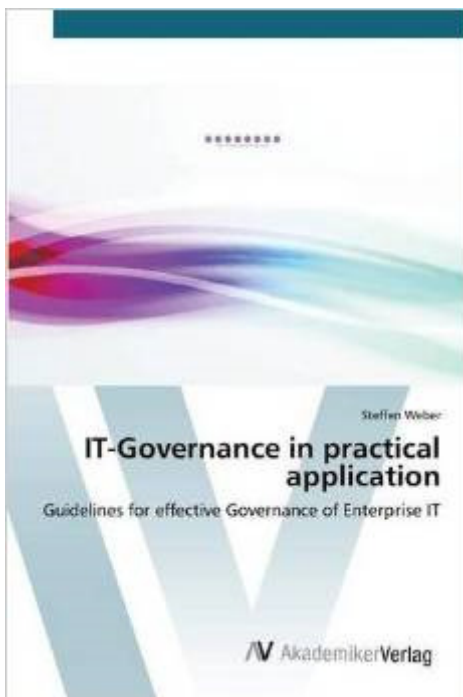
	<p>IT-Governance in practical application: Guidelines for effective Governance of Enterprise IT</p>	<p>Neue Publikation AV Akademikerverlag</p>
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**Neue Publikation im AV Akademikerverlag:**

**"IT-Governance in practical application:  
Guidelines for effective Governance of Enterprise IT"**



The relevance of Information Technology within economic and social environments is increasing since years. Drivers for this development are globalization and dynamization of markets, products and resources and competition as well as the increasing intensity and ubiquity of information. This has led to a situation, where the reception of information has evolved from a sole operational support function to one of the most important factors within a company. Often, information itself is the root cause and essential driver for economic success or, one step further, is the business case itself. To short it up, nowadays organization have to face with permanently changing challenges, which can't be mastered without the effective usage of Information Technology. That's where IT-Governance comes into play.

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